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|  Rainy River District<br>Social Services<br>Administration Board | <b>SECTION:</b> Land Ambulance  |
|   | <b>POLICY TITLE:</b> Media Relations  |
| <b>ORIGINAL DATE:</b> July, 2006  | <b>POLICY AREA:</b> Public Relations  |
| <b>REVISION DATE:</b> August, 2016  | <b>POLICY NO:</b> LA – 5.0  |
| <b>NEXT REVIEW DATE:</b> September, 2019  | <b>APPROVED BY:</b>  |

## Policy

The Rainy River District Social Services Administration Board (RRDSSSAB) recognizes that the media may request information regarding Emergency Medical Services, including actual responses at any time. The Duty Officer, Deputy Chief(s) or Chief of Paramedic Services (PS) provides general information to the media on actual calls, while maintaining patient confidentiality.

Statements regarding actual calls will be limited to factual information only, not opinions on issues, including:

- a) what happened;
- b) location (if it doesn't identify the patient); and
- c) the end result (i.e. transported to hospital). No statements or comments are to be made on any issues.

Questions regarding specific issues or allegations surrounding a response/call must be directed to the Chief Administrative Officer (CAO) or designate.

The CAO or designate maintains responsibility for public relations, statistical information and all media releases per *Policy HR-3.3: Employee Conduct and Performance*.

In cases where there is any doubt as to whether comments should be made to the media, the matter must be referred to the CAO or designate.